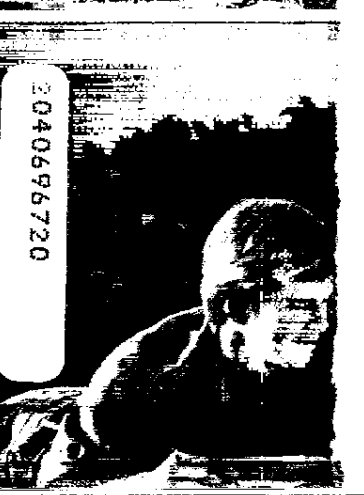
This is one of our home states: Wisconsin

Wisconsinites



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Source: https://www.industrydocuments.ucsf.edu/docs/szpm0004

want it all.

In its winding course to the Mississippi, the Wisconsin River powers enough plants, factories and mills to make it, easily, "the hardest working river in the nation."

And through that same course, especially through that canoeist paradise, the Wisconsin Dells, it is, with equal ease, one of the world's most beautiful.

Like their river, Wisconsinites see no contradiction between hard work and natural beauty. At the University of Wisconsin at Madison, their students are expected to work hard—and also to enjoy one of the loveliest campuses in the country. Their fertile farmlands, dotted with silver-topped silos, are an ode to rural beauty—and productive enough to make them the nation's leading producer of milk, butter and cheese. Their factories turn out everything from sophisticated machinery to the superbly-crafted paper for one of our famous brands of cigarettes—and work just as hard at preserving the environment. The river water, for instance, that enters our Wisconsin Tissue Mills leaves our plant cleaner than it entered.

Wisconsinites, in short, want it all. And having gotten it, they love to celebrate it. Fairs and festivals celebrate their ethnic diversity (from American Indian through Swiss, German, Polish, Norwegian, Dutch, Italian and a dozen others), their natural bounty (corn and cranberries, milk and apples), and everything else that appeals to them from fishing for the wily musky to log-rolling competitions.

Go for a festival, or just to relax—in air as crisp and clean and refreshing as a glass of our 7UP.

And if you do, we hope you'll stop at the home of our Miller Brewing Company in Milwaukee and join us in a glass of our Miller High Life, a beer which, like Wisconsin, "has it all" or our Lite Beer which "has it all—and less."

Philip Morris Incorporated

Good people make good things.

Makers of Marlboro, Benson & Hedges 100's, Merit, Parliament Lights, Virginia Slims and Cambridge; Miller High Life Beer, Lite Beer and Löwenbräu Special and Dark Special Beer; 7 UP and Diet 7 UP.

Philip Morris operating companies in Wisconsin are: Miller Brewing Company and Philip Morris Industrial, which includes Milprint, Nicolet Paper Co., Koch Label Company and Wisconsin Tissue Mills Inc.

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'Fly By Night': Self-portrait of Sendak as the baby in his mother's arms

sees everything, wears a look of grave intelligence, *but gets it all wrong*. My drawings of Ida were based on my visual memories of Ana Torrent and of Maria Callas.

"I went to the Morgan Library to look at Blake," he continues. "I always go to Blake when I'm desperate—there's always something more to steal from him. I was going to copy his pictures for Milton's 'L'Allegro' and 'Il Penseroso' for the visual style of this book. Then a fortuitous thing occurred. A German friend sent me the catalog of an exhibition of the romantic painter Philipp Otto Runge, who lived at the same time as Blake and—it must have been the *Zeitgeist*—was doing the same things, babies, visionary landscapes. I'd seen his work in Hamburg when I was researching the Grimm book but hadn't been deeply impressed. Now he hit me. The cover of 'Outside Over There,' the last drawing I did, is a direct hommage—a nicer word than steal—to Runge's 'The Huelsenbeck Children.' The fat baby in the cart in that picture, clutching a sunflower for dear life, has the most ferocious face. It's an animal picture, one of the strongest I've ever seen."

'Spooky Pictures': Art historian Robert Rosenblum, recognizing this debt, calls Sendak's book "a fabulous dialogue between the spirit of the first great master of the Romantic child" and Sendak's modern sensibility. "Runge's haunting, spooky, penetrating pictures portrayed children as vessels of impenetrable mystery. He shows the child in nature, on a scale with adults. They stare you in the face. Their world is frightening and intense. It's as if Runge was the first to realize that children are not just cute and pudgy. He looked up close. They are terrified." This might do as a description of Sendak's power.

But Sendak's work is intimately autobiographical. In his final collaboration with Randall Jarrell, on the posthumous "Fly By Night," he introduced a magical drawing in which his mother appears, holding the baby Maurice in her arms, while the book's hero floats overhead. He speaks confidently of Ida being 9 years old. Asked why he's so sure of that, he says, "That's what's called a slip of the tongue. I know why. My sister, who took care of me, is nine years older than I am." When he showed his sister this book and she reached the page where the goblin kidnappers are revealed to be babies, his sister pointed at them and said, "Yvonne, Cecile, Marie, Emilie and Annette!" "The Dionne quintuplets!" Sendak exclaims, "I never thought of them, though I knew that the kidnapped baby was the Lindbergh baby and that the goblins climbed up Hauptmann's ladder."

The baby in 'The Juniper Tree': Another kidnap

BOOKS

Sendak has recently moved into new fields—theater and opera. His "Really Rosie" is running off-Broadway. He designed striking sets and costumes for the Houston Grand Opera's "The Magic Flute" last winter, and for the recent, highly successful production of Janacek's "The Cunning Little Vixen" at the New York City Opera. Selma G. Lanes's "The Art of Maurice Sendak" *(Abrams, $40)*, which came out at Christmas, lavishly displays his work to date and pays him serious attention both as illustrator and writer. The latter role is more important to him. He rather surprisingly insists that words inspire him more than images. "When I look for consolation," he says, "I read Melville, Kleist, Rousseau (as I'm doing right now). I reread my favorite novel, 'The Princess of Clèves,' or 'Dangerous Acquaintances.' Pictures go screw yourselves, say I, until I've got the words right. Pictures I can always do." He rewrote the text of "Outside Over There" more than a hundred times before he drew his first picture. His next project? "Maybe a play," he says. "I have an idea for one that's been with me almost as long as Ida."

WALTER CLEMONS

Holocaust of One

Prisoner Without a Name, Cell Without a Number. *By Jacobo Timerman. Translated by Toby Talbot. 164 pages. Knopf. $10.95.*

At dawn one April morning in 1977, about twenty Argentine civilians raided Jacobo Timerman's apartment in Buenos Aires and hauled him away. Timerman, the editor of the liberal newspaper La Opinión, had spoken out vociferously against extremists of the right and of the left; he'd received death threats from both sides and had written an editorial wondering "who would wind up with my corpse—the terrorists of the Left or those of the Right?" That April morning, he didn't know which side had kidnapped him.

He soon found out. The raiders were executing orders from the Tenth Infantry Brigade of the First Army Corps—the extreme right. Timerman, a Jew, landed in the heart of Nazi operations in Argentina. No charges were filed against him. He was not killed because his captors thought World War III had started and they hoped to exploit him for an ultimate trial of the international Jewish conspiracy. They kept him imprisoned for more than two years and tortured him.

Now, writing from Israel after his release in 1979, he describes his experiences in solitary confinement, in a cell with a permanently wet floor, tied for days to the bottom rung of a ladder, shackled, blindfolded,

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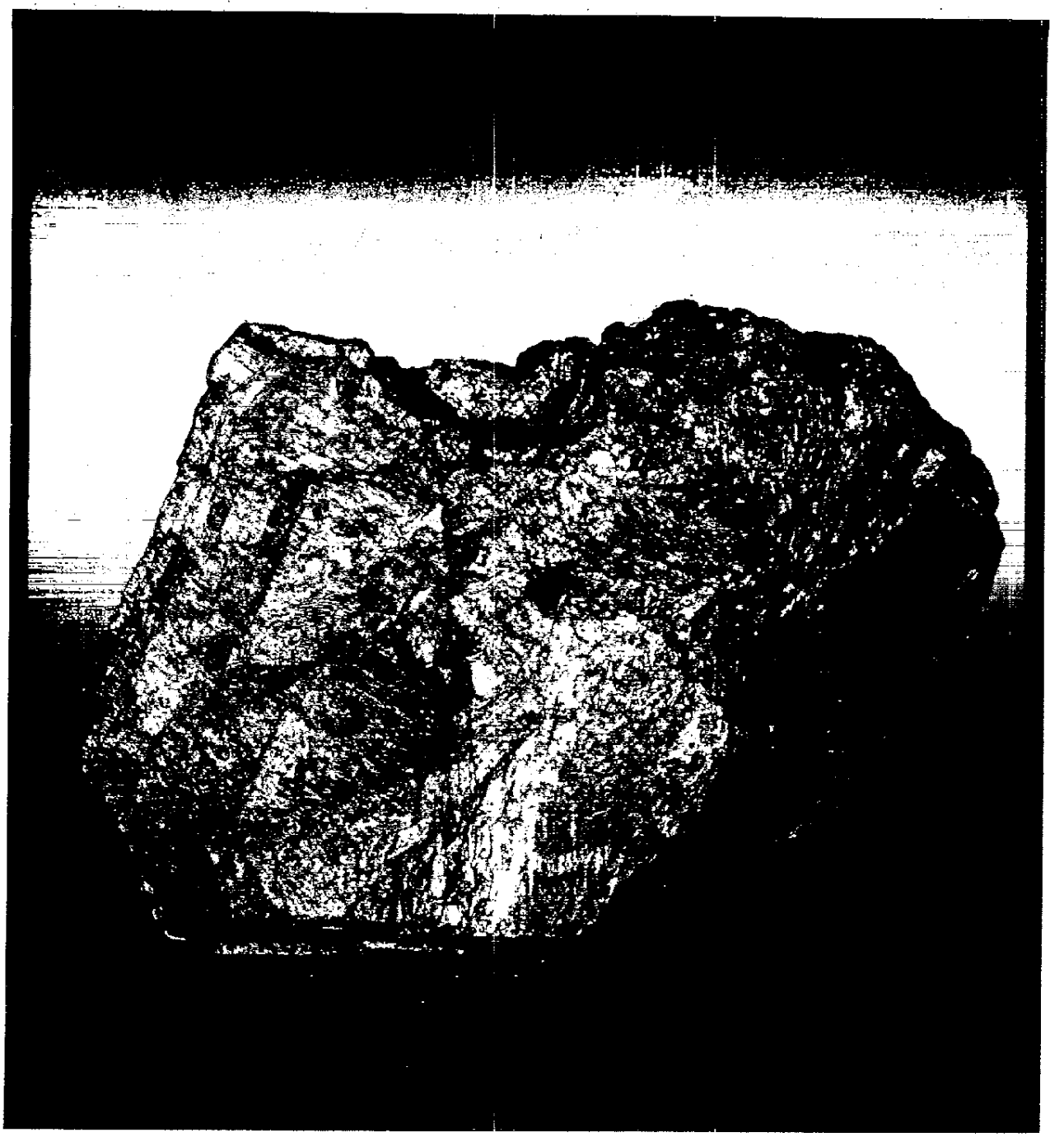

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This ten-year capital expansion program should total over three billion dollars by 1984. And it is already beginning to pay off. Discoveries in energy around the world will add to St. Joe's earnings and growth.

With all this happening, isn't it time you discovered St. Joe?

DISCOVER US.

ST. JOE MINERALS CORPORATION

ENERGY & METALS

For a copy of our Annual Report, write to our Director of Investor Relations.
Kathleen M. Kucera, Box 1C, St. Joe Minerals Corporation, 250 Park Avenue, New York, New York 10017.

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